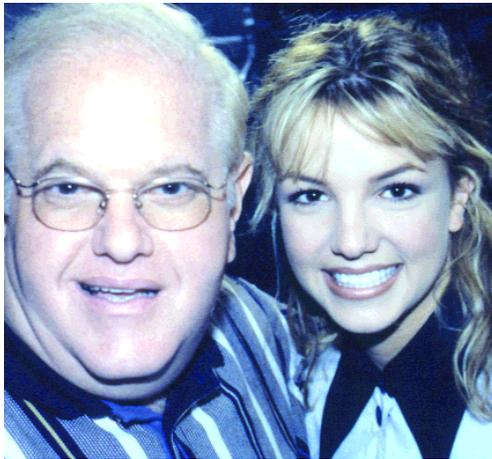
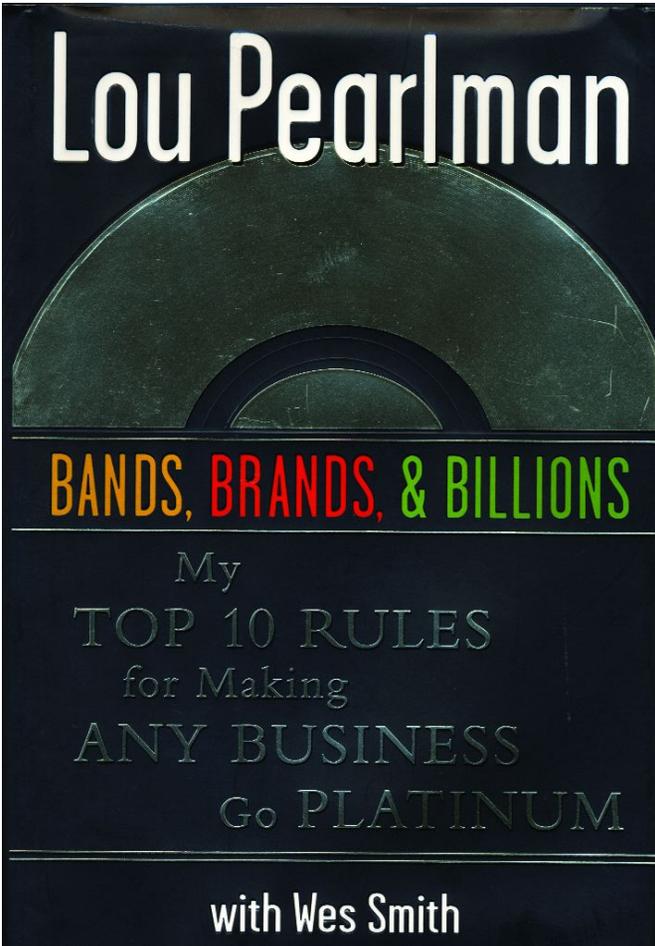


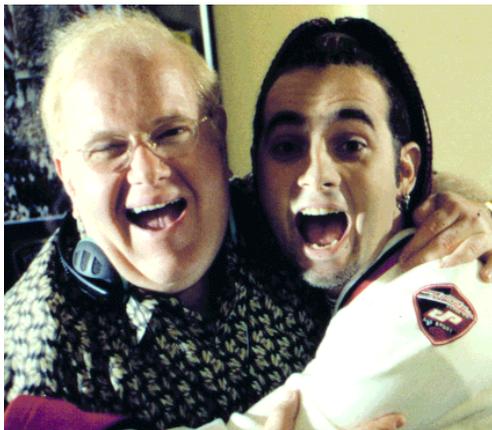
It Had To Be Lou!

By Gerard Mc Keon



To millions of screaming teenage girls, Lou's bands: the Backstreet Boys and N'Sync are a cause of heartbreak, love and a compulsive desire to acquire anything with Justin's, Nick's or Howie's picture.

To Lou Pearlman, the boy band impresario, this is a Billion dollar opportunity. Lou has created in Orlando a conglomerate of talent, called Trans continental Companies, that develops bands and thrives on the merchandising and licensing revenue they generate.



Lou is shaping the course of modern teen culture throughout the world, increasingly defining everything from how kids talk to what are the "in" clothes to wear and which part of the body needs to be revealed.

Lou has managed to achieve all this without losing his youthful enthusiasm and drive, and I must say he runs an open and supportive corporation, with a fantastic loyal and skilled staff.



Lou started life in Flushing Queens with lots of enthusiasm but very little cash. Always an entrepreneur at heart, a less than direct route from newspaper delivery boy, to a strange love affair with Blimps, led to his making his first million before he was 21. In 2001, by then a billionaire, he received the very prestigious World Business Award from Mikhail Gorbachev in Vienna.

As long as young girls continue to have raging pubescent celebrity crushes, Lou and his team will be out there with the next: "cute", "edgy", "mature", "jock", "sweet", lovable Rockstar. Anyone for a collectible T-shirt.....

1. Lou's new book, a clever and useful book for the Billionaire inside of everyone.
2. Lou with Britney Spears
3. Lou with Chris Kirkpatrick of 'N Sync
4. Lou and "N Sync
5. Lou and Innosense

